

Past, Present and Future Research Trends on Purchase Intention and Social Media Marketing: A Bibliometric Analysis

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ABSTRACT

The study highlights research-oriented development and research proposition on “social media marketing and purchase intentions.” The SCOPUS direct database R programming software is used along with the bibliophile library. An extract of 1146 articles published from 2010 to 2023 are included in the bibliometric analysis. The paper aims to find the scientific production from the last 13 years, relevant sources, most cited countries, famous, influential research work, university affiliation, most trending topics, and word tree maps. The study conveys that much of the research is from Western countries and that there is an exiguous contribution from Asia-Pacific regions. The number of publications is higher in China. The most established authors are Li. Y, Zhang. L, Wang X, Wang Y, and Wang. X. Implications of the present research article will guide future and established researchers in learning recent trends and advancements in social media and purchase intention.

KEYWORDS

Social Media Marketing, Purchase Intention, Bibliometric Analysis, biblioshiny, R package

1. Introduction

In recent times, the extent of social media marketing has proliferated. It is a popular communication tool for marketers and has become a mainstream marketing approach (Wenyao Zhang, 2023). It is considered a fast and effective mode of communication for companies to create brand and sales. Social media has helped intensely create attention, awareness, and interest and retain consumers. It has helped build a perception among consumers and build brand identity. Moreover, consumers also find it convenient to reach out to social media to seek information, and they have a favorable opinion of it. Companies use social media marketing extensively to promote products and induce purchase intention. Purchase intention is the likelihood of possessing the product or service. Purchase intention is an effort to choose a particular product or service. According to Spears and Sindh (2004), the consumer's curiosity increases with better promotions, product information, trust, and perceived usefulness. Past studies have demonstrated the effect of social media on the consumer's purchase intention (Minxue Huang, 2017). Researchers have measured social media activities, like information interaction, entertainment, communication, customization, trendiness, and trust, as independent variables that affect consumer buying behavior (Jalal et al., 2022). The importance of social media marketing and its impact on communication is a mainly researched domain (Alhamzah et al., 2022). Moreover, it is not confined to only communication. Its importance is slowly extending to other related domains of knowledge.

2. Objectives

R1: To examine the past research work done in social media marketing and purchase intentions.

R2: To identify the primary sources of production. Most relevant authors, most cited papers, university affiliations, countries' contributions, and word tree maps.

R3: To understand the extent of research progress and potential gaps.

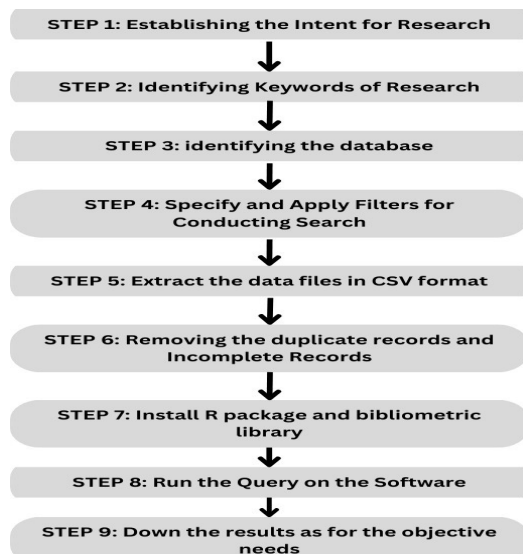
3. Scope and Methodology

Bibliometric analysis is a new model adopted to have comprehensive insight. Bibliometric analysis gives quantitative collections and analysis. It is a scientific procedure; it follows a proper sequence of steps to get information in a specific research domain. (Dafitri, 2023). According to Aria, M., Cuccurullo, and Zupic, bibliometric analysis is a comprehensive science mapping analysis tool that has five sequential steps to perform: study design, Data collection, analysis, visualization, and Interpretation. The present study follows the sequence of steps for conducting the bibliometric analysis.

3.1 Data collection, inclusion, and exclusion

The foremost step in a bibliometric analysis is to search using keywords or phrases and filters to gather raw data from interesting metadata sets.

Steps for bibliometric analysis



Researchers can apply fillers like years of publication, authors, list of countries, number of references, and citations (Carvalho et al., 2013). A few databases are available for searching, such as Scopus, Google Scholar, WOS, and Dimension. These databases have more than 69 million records. However, for social sciences, Scopus is reliable and abundant. The Scopus database is used for bibliometric analysis in the present research work. Research scholars consider this database a high-quality standard data mining set.

The researcher selected the English language, as it is the most acceptable common language to understand and seek information on in the Scopus database. Research publications from 2010- to 2023-time frame were selected. The researcher applied filters to collect the data from the relevant domain. The following string of words was applied in the search "social media marketing and purchase intention*." Data has given a result containing all the papers with these keywords featured. The results were saved in CSV file format, considered a raw data set. The raw data set had 1165 records, manual scrutiny of the documents was done based on the document's title, and all duplicate files were excluded from the present study. A total of 1146 publication sources were included in the present bibliometric analysis.

4. Literature Review

4.1 Social Media Marketing

Social media marketing is a digitalized form of marketing that uses a variety of social media platforms to increase

awareness among digital consumers. Social media marketing is considered cost-effective, quick, and a suitable mode of communication between the audience and the companies. Many companies are expected to use social media platforms to expand geographically (Gao et al., 2018). Even consumers are taking advantage of social media platforms; they use them as communication tools, content creation tools to collaborate, commentators of messages, and so on (Hamilton et al., 2016). According to Wen Yao Zhang 2023 (2011), social media is a means of direct contact and interaction with personnel. According to Dwivedi et al. (2015), social media marketing is a communication tool that triggers an exchange of information among other like-minded people. Social media is technology-based software that helps co-create and communicate and offers value to stakeholders. (Tuten et al. 2015). Therefore, understanding the perspective of the social media marketing process on consumers' perceptions and decisions is essential. Usually, consumers have different perceptions of social media, and these perceptions shape their purchasing experience. Hence, many researchers and scholars have recently studied social media and perception (Eun-Ju Seo, 2018). Researchers are determined to find a close association between social media and consumer behavior (Peredo & McLean, 2005). Despite this growing interest in social media marketing, analysis of social media and purchase intention is a less researched domain and is scarce.

4.2 Social Media and Purchase Intentions

Facebook is considered one of the largest social media platforms, with approximately 2.4 billion users in 2019. It is observed that 7.7 billion people worldwide have social media accounts and at least 3.5 billion online. Two-thirds of the world's population are internet users (<https://ourworldindata.org/rise-of-social-media>). Almost 59 percent of the world's population will be using social media. Around 80% of consumers report that social media has influenced their decision-making. Social media marketing is a crucial information-sharing tool that influences consumers. Online social media has become a preferred platform for most consumers. According to Khalid Jamil (2022), social media marketing activities directly influence the consumer's purchase intention, especially in buying clothing, food, tourism, travel, and automobiles. Social media also analyzes consumer preferences and interests (Wen Yao Zhang, 2023). Consequently, marketers can tailor advertising strategies to suit the targeted audience. Social media marketing aims to capture the consumer's interest, inform sharing, and have a good brand reputation and recall. (Pui-Lai, 2007). Microblogging is more effective than traditional communication tools like newspapers (Colliander et al. (2015). Viral marketing through Facebook can considerably improve brand equity and value, resulting in a higher intention to purchase (Krishnan et al., 2014). It is found that online marketing helps build online communities and positively influences purchase intention. Social media influence reach and engagement (suhail et al., 2023). However, Schivinski and Dąbrowski (2016) suggested that content created and generated by companies or online users does not affect purchase intention. Godey et al. (2016) found that marketing activities on social media platforms positively impact purchase intention. In recent times, social media is not only a popular platform for communication, but it is also a preferred platform for purchasing goods (Linnenluecke, 2019)

4.3 Bibliometric Analysis

Bibliometric analysis has gained immense popularity in the domain of research. (Donthu. et al., 2020). The bibliometric analysis acts as a measuring tool that aims to measure publication impact and their related domain of knowledge with its colorful illustration. It tries to assimilate data in the related search field. (Broadus, 1987). The bibliometric conducts quantitative analysis by applying an R programming package with bibliometric software developed by (Massimo A.2020). Bibliometric analysis, a powerful tool, was introduced first by Pritchard in 1969. Moreover, it was developed by Aria and Cuccurullo in 2017. This bibliometric package has attained wide acceptance in various fields of knowledge. (Secinaro and Calandra, 2020). Bibliometric analysis enables data to be displayed thematically and makes it easy to understand. Dendrograms, conceptual maps, and geographical distribution maps are used to overview the search topic (Zupic & Cater, 2015).

However, the popularity of bibliometric analysis in business research is rare, and it is considered more beneficial for handling large quantities of data analysis. Bibliometric analysis is a user-friendly tool that gives insightful information on the search topic. Bibliometric analysis uses online research databases like WOS, Scopus, PubMed, and Dimension to retrieve the data and present the information in tabular and graphical forms that are easily understood.

Manually analyzing bibliometrics is a very cumbersome and time-consuming process. Now, it is made relatively easy to use with the help of some software like R Package biblioshiny software, vosviewer, Leximancers, and Gephi. Bibliometric analysis has become the most crucial method for finding the research gap (Kumar et al., 2021). The study adopts the R package and bibliometric library to draw meaningful insights into social media marketing and purchase intentions.

The paper highlights the growth trend of scientific production over the last 13 years. It identifies the significant countries' contributions, famous authors, collaborative countries, university affiliations, collaborative research work among different countries, and most frequently used words in social media marketing and purchase intention.

5. Result and Discussion

According to Donthu et al. (2021), bibliometric analysis is categorized into performance, science mapping, and instrumental analysis (Gutierrez-Salcedo et al., 2018). The present study performs both analyses after extracting the publication records from the Scopus database. Then, the data is exposed to R package codes and the biblioshiny library. An analysis is carried out in the sequential order of the query posted. To visualize co-occurrence analysis, the researcher has also used VOSviewer, a free software tool. Co-currency analysis in bibliometric analysis indicates the relationship between words that appear in the same dissertation. Here is the visualization of the critical word co-currency Co-occurrence network referred to as a semantic map.

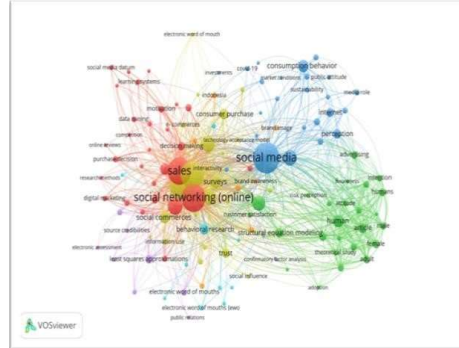


Figure 1: Word Co-occurrence network diagram, drawn using VOSviewer.

It is also known as semantic networks. Concepts show the network between two or more entries. It indicates the varieties of conceptually connected subjects and has good relations among different fields of study. Color in the network shows the primary subject domain and its closeness with other related subjects (Mehri Sedighi, 2016). In this network diagram, the node's size indicates the frequency of the word used. The line drawn from one node to another represents the correlation between the words, as shown in Figure 1. We can say that social media, social networking, online sales, and consumption are mostly interconnected words.

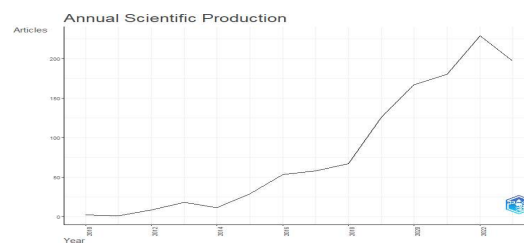


Figure 2: Annual Scientific Production

The study includes 13 years of scientific output. Figure 2 clearly shows that in recent years, topics have been a preferred domain of research, and the count of publications has increased significantly. In 2023, the count of scientific publications is slightly less than the previous year's publications as data is collected from the middle of the year. (July 2023).

5.1 Main information about the Data

We find a growing trend in several publications in this domain. There are around 479 sources with these two keywords, and these words have appeared in various scientific publication sources like journals, books, and so on. "Keywords plus" is a feature of bibliometric analysis that indicates the frequency of time keywords have appeared in the title documents of the articles, nearly 1146 documents, which is two times the number of articles published in the sources. The annual growth rate of this research domain is 42%, which indicates that this is a new research domain and is snowballing. The average citation per document is 20.68, and the document average age is 2.87. The average life of each document is low; hence, there is great potential for further research, and the documents have a high average citation of 20.68, indicating a high possibility for citations. The single-author documents are in smaller numbers than the co-authored documents. The articles count more than the conference paper publication.

MAIN INFORMATION ABOUT DATA	
Timespan	2010:2023
Sources (Journals, Books, etc)	479
Documents	1146
Annual Growth Rate %	42.34
Document Average Age	2.87
Average citations per doc	20.68
References	1
DOCUMENT CONTENTS	
Keywords Plus (ID)	1794
Author's Keywords (DE)	2487
AUTHORS	
Authors	2717
Authors of single-authored docs	101
AUTHORS COLLABORATION	
Single-authored docs	107
Co-Authors per Doc	2.88
International co-authorships %	24
DOCUMENT TYPES	
Article	850
Book	1
book chapter	66
conference paper	182
conference review	29
Erratum	1
Review	17

Source: Biblioshiny software Compiled.

Table 1: Main Information About the Searched Data

5.2 The Most Relevant Source

Table 2 below shows the list of journal names and the count of documents with “Social Media Marketing” and “Purchase Intention” distribution. We have about 1146 scientific articles for this study. There are significantly different sources where we have identified the topic's relevance; nearly 42 research articles are published in Proceeding of the Academy of Marketing Science, and the Journal of Marketing and Consumer Service has 33. International Journal of Advertisements has fewer published documents than 15 articles. Springer's proceeding in Business and Economics has nearly 12 articles, and the lecture notes series has almost the exact count of 11 articles.

Sources	Articles	Citescore	Impact factor
Proceeding of the academy of marketing science	42	-	-
Journal of retailing and	33	16.1	10.4

consumer service			
Sustainability (Switzerland)	32	5.8	3.9
ACM International Conference proceeding series	28	-	-
Journal of Promotion Management	20	5.3	1.19
Frontiers in psychology	19	4.5	3.8
Journal of Business Research	18	16	11.3
Computer in human behavior	16	17.8	9.9
Journal of product and brand management	16	8.9	5.6
International journal of advertising	15	6.7	2.17
International journal of information management	14	41.6	21
International journal of data and network science	13	3.8	0.37
International journal of internet and advertising	12	1.5	1.1
Springer proceeding in business and economics	12	-	-
Journal of research in interactive marketing	11	12..6	8.2
Lecture notes in computer science (including a series lecture notes in AI)	10	-	-
Cogent business and management	9	1.03	3
Innovative marketing	9	1.2	0.2

Journal of theoretical and applied electronic commerce research	9	6.2	5.6
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Table 2: Sources where the search string was found along with the count of articles along with cite score and impact factor

5.3 Sources Production over Time

Figure 3 indicates the increase in the number of publications from various sources. From the year 2015 onwards, the number of publications has increased significantly. The top five sources are the ACM International Conference Proceedings Series, Development in Marketing Science Proceeding of Academy of Marketing Science, Journal of Promotional Management, and Journal of Retailing and Consumer Services and Sustainability (Switzerland).

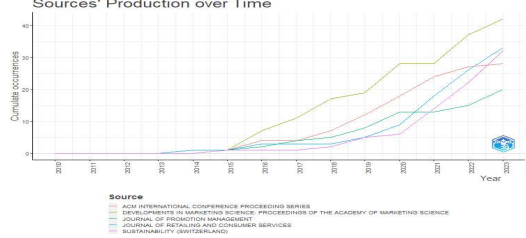


Figure 3: shows the various Source Production over Time

5.4 Corresponding Authors Countries

18 countries have major contributed to the domain of social media marketing and purchase intentions from 2010 to 2023 on the Scopus database. From Figure 4, we can observe that most of the countries have corresponding country authors except for Portugal and Georgia; Pakistan country has more multiple authors with an MCP ratio of .58. This indicates that collaborative dissemination of knowledge is encouraged in most countries, and China has more multiple country publication works than any other country. Then, Malaysia and Korea took second and third place in multiple country publications. It is observed that India and the USA have considerably fewer members of multiple country publications. We also observe that all countries have a single-author publication ratio of more than multiple-author publications, except for Pakistan, which is vice versa with more multiple-country publications.

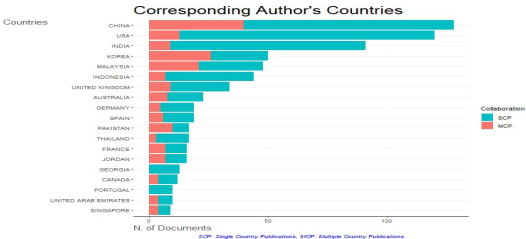


Figure 4: Corresponding Author's Countries

5.5 Sources' Local Impact

Journal Impact Factors (JIF) show the yearly mean counts of the citations of an article published in the other journal in the last two years. It is a journal-level metric that indicates the prestige and status of importance of the published paper. Figure 5 shows the top 10 journals ranked by Source local impact with impact measurement index H values. It is observed that the Journal of Retailing and Consumer Service has a better count of publications than the Computers in Human Behavior Journal. The H index is used as an essential prediction tool. It helps check the probability of getting research work published. Usually, if a journal has a higher impact factor, it is more complex and time-consuming for the research work to get published (Jing-Hui Huang et al., 2021). Whereas journals like Sustainability and Frontiers of Psychology have less impact factor than others, there are more acceptance changes in the research work publication. Therefore, Figure 4 shows that the Journal of Retailing and Consumer Service Behavior and the International Journal of Management and Computers in Human Behavior are very active journals with high citation indexes.

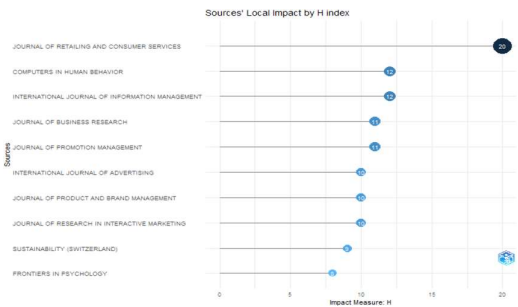


Figure 5: Source Local Impact

5.6 Most Cited Countries

Figure 6 gives insight into the average article’s citations of the top 10 countries. It is observed that USA articles are more cited, with 3257 citations. Then, it is followed by Korea with 3115 citations of articles, and later, we have China with 2894 citations in the domain of social media and purchase intentions. This indicates that most of the articles originated from this country’s affiliations, and the quality of the research articles is also high in these countries. Considering average citations, countries like the USA, Korea, and China have neck-to-neck competition with very marginal differences. Other countries like the UK, India, and Singapore compete with average citations of 1287, 1156, and 1150, respectively.

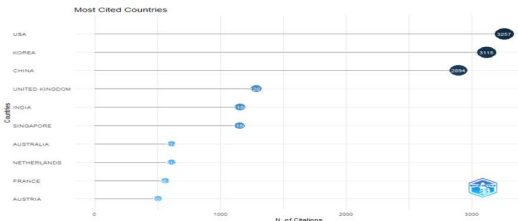


Figure 6: Most cited countries

5.7 Most influential researchers

The table below shows the articles with many citations and the famous researchers—author Kim. J's paper, titled “Influence of Integration on Interactivity in Social Media Luxury Brand Communities,” published in 2019, has many citations in a short period. Then, in the year 2017, three authors like Li. Y's paper titled “Business Intelligence in Online Customer Textual Reviews: Understanding Consumer Perceptions and Influential Factors” has 143 citations. Then Wang Y's paper with title “social interaction-based consumer decision- making model in social commerce: the role of Word of Mouth and observational learning” has 211 citations, and Wang X's paper with title “business intelligence in online customer textual reviews: understanding consumer perceptions and influential factors” has a citation of 143. The journal is named “Journal of Information Management”. It only includes three popular research papers in the years 2017,2019 and 2021.

Author & Years of publishing the paper	Source of publication	DOI - Link	Total Citations
Title of the Research Paper			
"developing brand advocacy through brand activities on facebook” (kim j, 2021,)	journal of consumer marketing	10.1108/jc m-10-2019-3460	16
“influence of integration on interactivity in social media luxury brand	journal of business research	10.1016/j.jbu sres.2017.10.1	65

communities “(kim j, 2019)			
“sns users' para-social relationships with celebrities: social media effects on purchase intention” (kim j, 2015)	journal of global scholars of marketing science: bridging asia and the world	10.1080/21639159.215.1043690	51
“influencer marketing: purchase intention and its antecedents” (li y, 2021)	marketing intelligence and planning	10.1108/mip-04-2021-0104	23
“how differences in ewom platforms impact consumers' perceptions and decision-making “(zhang l, 2018)	journal of organizational computing and electronic commerce	10.1080/10919392.218.1517479	32
“the dual concept of consumer value in social media brand community: a trust transfer perspective” (wang x, 2021)	international journal of information management	10.1016/j.ijinfomgt.2021.102319	49
“the impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention” (zhang y, 2020)	journal of product and brand management	10.1108/jpbm-11-2018-2106	44
“does privacy assurance on social commerce sites matter to millennials?” wang y, (2019)	international journal of information management	10.1016/j.ijinfomgt.2018.10.016	99

“evidence of green signaling in green hotels” (chen h, 2020)	international journal of hospitality management	10.1016/j.ijhm.2019.102444	30
“social interaction-based consumer decision-making model in social commerce: the role of word of mouth and observational learning “ (wang y, 2017)	international journal of information management	10.1016/j.ijinfomgt.2015.11.005	211
“business intelligence in online customer textual reviews: understanding consumer perceptions and influential factors “ (wang x, 2017)	international journal of information management	10.1016/j.ijinfomgt.2017.06.004	143
“social media peer communication and impacts on purchase intentions: a consumer socialization framework “(wang x, 2012)	journal of interactive marketing	10.1016/j.intmar.2011.11.004	608

Table 3: Popular authors with their most cited articles

5.8 University Affiliations

More than 400 universities/institutions have shown interest in social media marketing and purchase intentions between 2010 and 2013. The top universities with the highest number of article publications are the University of Bina Nusantara University in Indonesia, with 44 articles, and USCI University from Bangladesh in second place with only 19 articles. Among the list of university names, we do not find any significant contribution coming from Indian universities.

University Names	Articles
<i>BINA NUSANTARA UNIVERSITY</i>	<i>44</i>
<i>UCSI UNIVERSITY</i>	<i>19</i>
<i>CHAOYANG UNIVERSITY OF TECHNOLOGY</i>	<i>16</i>
<i>THE HONG KONG POLYTECHNIC UNIVERSITY</i>	<i>16</i>
<i>UNIVERSITY OF NORTH TEXAS</i>	<i>16</i>

NANYANG TECHNOLOGICAL UNIVERSITY	15
UNIVERSITI TEKNOLOGI MALAYSIA	15
UNIVERSITY OF GEORGIA	14
UNIVERSITAS INDONESIA	13
UNIVERSITI PUTRA MALAYSIA	13
COMSATS UNIVERSITY ISLAMABAD	12
SHENZHEN UNIVERSITY	12
SUNWAY UNIVERSITY	12
UNIVERSITI SAINS MALAYSIA	12
UNIVERSITY OF CORDOBA	12
PRINCESS SUMAYA UNIVERSITY FOR TECHNOLOGY	11
AL-AHLYYA AMMAN UNIVERSITY	10
BEIJING TECHNOLOGY AND BUSINESS UNIVERSITY	10
SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)	10

Table 4: University Affiliation and Number of Articles

5.9 Most Frequent Words

In bibliometric analysis, the most frequent word searches replace the standard terms for representing knowledge concepts. Moreover, it shows close word association among the knowledge structure of research domains (Su & Lee, 2010). The present study's keyword search has the top 10 most frequently used keywords. It is observed that social media occurrence is the highest with 2882 occurrences, then we have social networking (online), purchase intention, sales, purchasing, commerce, and electronic commerce as frequently used words. These keyword occurrences help in exploring the domain knowledge at the micro-level and the macro-level

Words	Occurrences
social media	282
social networking (online)	211
purchase intention	208
Sales	206
Purchasing	198
Commerce	82
electronic commerce	74
Marketing	73
economic and social effects	68
consumer behavior	62
Surveys	47

consumption behavior	44
Human	43
social commerce	40
social media marketing	34
behavioral research	31
consumer purchase	31

Table 5: Most frequent words and occurrence

5.10 Trend Topics

The total number of trend topics that are emerging from this domain of research is social networking (online), purchase intentions, social commerce, social media, behavioral research, economic and social benefits, User Generated Content (UGC), Social Networking Sites (SNS), Word of Mouth, social influence are some of the most trending topics. This trending topic can be used by researchers to do related keyword searches and to have collaborative topics with one another to have in-depth research analysis.

Items	Frequency	Year q1	Year med	Year q3
Facebook	12	2016	2016	2021
behavioral intention	6	2015	2016	2018
user-generated content (ugc)	5	2015	2016	2017
social networking sites	8	2015	2017	2018
word of mouth	7	2016	2017	2018
social influence	6	2014	2017	2021
information systems	12	2015	2018	2019
sentiment analysis	7	2017	2018	2020
Interactivity	6	2016	2018	2021
social commerce	40	2018	2019	2021
behavioral research	31	2017	2019	2020
Trust	27	2018	2019	2021
social networking (online)	211	2018	2020	2022
purchase intention	208	2018	2020	2022
Sales	206	2019	2020	2022
social media	282	2019	2021	2022
economic and social effects	68	2019	2021	2022
consumption behavior	44	2020	2021	2023
Perception	29	2020	2022	2022
Humans	18	2020	2022	2022
China	15	2022	2022	2022

influence marketing	11	2022	2023	2023
shopping activity	5	2021	2023	2023

Table 6: Frequency of word and year

5.11 Word Tree Map

This part of the bibliometric analysis highlights the combination of possible keywords related to the research focus. The author uses a tree map, a large rectangular visualization diagram that helps identify the most critical keywords closely related to the search domain words. Figure 7 shows that the word “Social Media” is the most preferred term, with a frequency of about 282 times with 12%, and social networking (online) is the next important keyword used by the author in the abstract, with a frequency of 211 of 9%. This means that these two words can be used interchangeably in the abstract.

Figure 7: Word Tree Map

Discussion

The main aim of bibliometric analysis is to know the extent of studies taken in the past and the future direction of the researched topic. Bibliometric with R programming Package will give tabular and graphical information about the search domains we seek. We search for scientific productivity. Most countries are cited in terms of account of authors, journals, citations, and the word tree map. It was found that the number of publications in this domain is gradually increasing, and there is further scope for publication.

According to the research results, it is observed that the Journal of Retailing and Consumer Service has a more



significant number of publications than the Computers in Human Behaviour Journal, which is the second most preferred journal; this is because of the broad multi-disciplinary nature of the journals. The Journal of Retailing & Consumer Services has a broader spectrum of topics to cover than the journal, which is confined to a single area of focus.

According to corresponding co-author countries, there is a clear indication that most of the corresponding authors are from the USA, UK, and India, and most of the countries are publishing as single authors and not in collaborative works. However, the sharing of knowledge domain is encouraged in almost all countries. Most of the corresponding authors are from China, Korea, and Malaysia.

Based on the citations, USA-related authors have more citations than China and Korea. This shows that the content from these geographical spatial is impressive and is most cited by the other authors.

6. Conclusions and direction for future research

The bibliometric study is a micro-level investigation of a specific research area (Bornmann, 2007). It gives the researchers bibliometric analysis and meaningful information on the domain of interest. It helps analyze the latest happening in the past and the expected future trends in social media marketing and purchase intention. It is observed that in the recent past, many research works have been done in Western countries, and a few collaborative publications have been identified in Asia-Pacific regions. The number of publications from India is comparatively lower than that of China. Hence, this would be identified as a significant gap in the literature.

The annual scientific productivity curve shows that research on “social media marketing along with purchase intention” has increased consistently from 2010 onwards. The popular Author is Li. Y, Zhang. L, Wang X, and Wang Y, with a good count of citations. The article which is most cited is “social media peer communication and Impacts on purchase intentions: a consumer socialization” by Wang. X in 2012. The social media marketing and purchase intention words are interchanged with words like “social networking sites” and “sales” in some of the study papers. Meanwhile, topics like social networks, sales, gender-based study, electronic commerce, and perception are emerging themes that need considerable development.

Many studies related to social media marketing, communication, healthcare, interaction, social cause, tourism marketing, eWoM, and impact on adult education and adolescence. However, social media as a mode of communication and its influence on the purchase behavior of online consumers are a few, and it is upcoming. Hence, future research studies should extend their studies to the effect of social media on different domains like consumer behavior, customer relationship management, and customer retention and engagement. The present study will help the researchers know the research's direction. Future research work will be an extension of the unexplored domain of social media. In addition, the studies can be combined with computer-based programs like Artificial Intelligence, data mining, Machine Learning, and networking to have due diligent insights into consumer behavior and decision processes.

7. Limitations

The study is based on only one authentic database source, SCOPUS, which is a limitation. Future researchers can combine different research databases with any e-research database sources. The present study is based on 13 years period only. It can be further extended. The researcher had limited access and access to only biblioshiny and the free R Package to seek useful insights, and for data visualization, the researcher used VOSviewers free software tool. The same can be extended to other software. Finally, the upcoming research work can be more specific by including only social media advertisement and purchase intention, which have not yet been analyzed.

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